

**SYSTEM AND METHODS FOR GRAPHICALLY REPRESENTING
PURCHASE PROFILES AND SALES GUIDANCE TO
A CUSTOMER SERVICE REPRESENTATIVE**

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ABSTRACT OF THE DISCLOSURE

Methods and systems for representing a customer's product purchasing profile to a customer service representative in an automated customer relationship management environment is provided which includes identifying a set of products for a sales campaign, identifying one or more relationships between the products within the set of products and representing each product from within the set by a distinct image in a graphical display. The product images are visually distinguished in the graphical display based upon the identified product relationships. A propensity of the customer to purchase each unowned product may be determined based upon one or more demographic attributes of the customer, and the product images distinguished in the display based upon the determined purchase propensities.